

Exhibit A

Outdoor Photographer Magazine Mailing List

Published by **Madavor Media**, Outdoor Photographer is written by the world's leading landscape, wildlife, sports, and travel photographers.

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SEGMENTS		COUNTS THROUGH 06/30/2022	POPULARITY: ***** 100
46,429 TOTAL UNIVERSE / BASE RATE		\$110.00/M	MARKET: BUSINESS AND CONSUMER
9,862 6 MONTH SUBSCRIBERS		+ \$11.00/M	
945 3 MONTH SUBSCRIBERS		+ \$16.00/M	CHANNELS: 
21,946 MALE SUBSCRIBERS		+ \$8.00/M	SOURCE: DIRECT MAIL SOLD
6,413 FEMALE SUBSCRIBERS		+ \$8.00/M	PRIVACY: UNKNOWN
14,214 12 MONTH EXPIRES		\$90.00/M	DMA?: YES - MEMBER
CATALOG RATE		\$85.00/M	STATUS: PREFERRED PROVIDER
FUNDRAISING RATE		\$75.00/M	GEO: USA
ENDEMIC RATE MAY APPLY		\$300.00/M	CANADA
DESCRIPTION			GENDER: 34% FEMALE 56% MALE
<p>Outdoor Photographer subscribers are both outdoor enthusiasts who like to take pictures and photographers who enjoy photographing the great outdoors. It's the relationship of their affection for the outdoors and the creative enjoyment derived from photography that draws these people to subscribe to Outdoor Photographer. The articles in the magazine inspire readers to seek new equipment, try new techniques, travel to new destinations and photograph new subjects in pursuit of their favorite sports, travel, and nature interests.</p> 			SPENDING: \$20.47 AVERAGE ORDER
			SELECTS
			1 MONTH HOTLINE \$21.00/M
			3 MONTH HOTLINE \$16.00/M
			3RD PARTY BLOW-IN \$15.00/M
			6 MONTH HOTLINE \$11.00/M
			CHANGE OF ADDRESS \$11.00/M
			GENDER/SEX \$8.00/M
			GIFT GIVERS \$11.00/M
			NEW TO FILE \$11.00/M
			PAID \$11.00/M
			RENEWALS \$7.00/M
			SCF \$8.00/M
			SOURCE \$11.00/M
			STATE \$8.00/M
			ZIP \$8.00/M
			ADDRESSING
			KEY CODING \$2.00/M
			EMAIL \$75.00/F
			FTP \$75.00/F
			ZIP TAP SET UP FEE \$25.00/F
			RELATED LISTS
			 NATIONAL PARKS CONSERVATION ASSOCIATION
			 INTERNATIONAL CENTER OF PHOTOGRAPHY
			 BIRDWATCHING (FORMERLY BIRDER'S WORLD)
			 NATIONAL WILDLIFE FEDERATION MEMBER DONORS
			 SIERRA CLUB MEMBERS & ENHANCED
			 SMITHSONIAN MAGAZINE
			 WORLD WILDLIFE FUND
			 NATURAL RESOURCES DEFENSE COUNCIL (NRDC)
			 RAILS-TO-TRAILS CONSERVANCY MEMBERS/DONORS
			 NATURAL HISTORY MAGAZINE

Demographics

- 45 Average Age
- \$105,500 average HHI
- 76% Married
- 60% have at least two children in the household
- 80% Attended College/30% with Advanced Degrees
- 97% Own Computers
- 95% use Online Services
- 95% Travel Regularly (avg. 3 domestic trips/yr) / 73% travel with their families
- 72% Unduplicated Readership with any other Single Photographic Magazine
- 53% Do Not Subscribe to any other Photographic Magazine

Future Purchase Plans

- 67% Intend to spend over \$1,000 on camera equipment
- 90% Intend to purchase a new digital camera
- 28% Intend to purchase specialty software
- 26% Intend to purchase hiking/camping (outdoor sports) equipment